



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JANUARY, 1966

NAEBers Elect Board Members

Following are the names of the new members of the NAEB Board of Directors as elected in December. Their terms begin January 1, 1966.

Individual Member Division: Region II—Harry Durham, Director, Radio-TV, Office of Information Services, Duke University, Durham, North Carolina. Region V—Neal Balanoff, Director of Instructional Services and Head, TV-Radio-Film Department, Stephens College, Columbia, Missouri.

Instructional Division: Region I—James MacAndrew, Director of Broadcasting, WNYE-FM-TV, New York City Board of Education (reelected). Region IV—Samuel L. Becker, Director, Division of TV-Radio-Film, University of Iowa.

Radio Division: Region III—E. G. Burrows, Associate Director of Broadcasting and Manager, WUOM-WVGR, University of Michigan, Ann Arbor, Michigan (reelected). Region VI—Burt Harrison, Manager, KWSC, Washington State University, Pullman, Washington.

Television Division: As we go to press, a run off election is in process between Jack McBride, James Robertson, Otto F. Schlaak, and John C. Schwarzwalder.

Special Positions

• The NAEB office for the Improvement of Televised Instruction project is investigating the possibility of hiring someone to work at the NAEB under the Washington Internships in Education. Generally, persons between the ages of 25 and 40, with a master's degree minimum, and a career commitment to education are eligible. Salaries go up to \$14,000. Qualified educators interested in an internship for a year or 18 months should contact NAEB-ITI.

• Wayne State University has several part-time positions for master's or Ph.D. degree candidates in mass communications. Positions are as crew chief and pay \$50 a week for a year for a 20-hour work week.

Region III to Meet

NAEB members in Region III will meet in Chicago March 25 and 26 at the University of Illinois Chicago campus.

ECS Names Kessler

NAEB's Educational Communications System project has named William J. Kessler as engineering consultant. Now on leave from the University of Florida, Kessler is also project engineer for the NAEB Samoan ETV project. He is also consulting engineer for the Florida ETV Commission, ETV design engineering consultant to the State of Hawaii, and chairman of the FCC's southern advisory committee on ITV Fixed Service (2500mc systems).

Harley Child Dies

Gail Harley, 12, died December 10, of a heart attack. She was the youngest child of NAEB President and Mrs. William G. Harley. She is survived by her parents and two sisters, Cynthia and Linda (Mrs. John Sette).

ETV Facilities Program Actions

On November 25, the USOE issued a notice approving grants for two new ETV stations: Channel 20, Wrens, Georgia, and Channel 9, North Platte, Nebraska. Respective amounts of the federal grants are \$863,891 and \$219,819.

The notice also announced acceptance for filing of applications for one new station and four expansions of existing stations. The new station is Channel 11, Lexington, Tennessee. Total estimated project cost: \$456,676.

Expansions are: WEDU, Tampa, at total cost of \$499,066; WNDT, New York, at total cost of \$986,395; WGBH, Boston, at total cost of \$103,301; and WHYY, Philadelphia, at total cost of \$869,854.

Programs, Films

• NASA has released thirteen half-hour radio programs on space medicine, exploring weightlessness, acceleration, radiation, psychological factors, and food. The Indiana University radio-TV service produced the programs. Address requests to: Radio and TV Branch, Code AFEE-4, National Aeronautics and Space Administration, Washington, D.C. 20546.

• January 27 is the deadline for entry forms to be submitted for films and film-

strips for the 1966 American Film Festival. Information is available from: American Film Festival, 250 West 57th Street, New York, New York.

• The radio-TV division of the Episcopal Church has issued a catalogue of film clips available free for use in ETV productions.

• The International Film Bureau has the following new 16mm color films: "The Hedgerow," 22 mins., sale \$195, rental \$9; "Introduction to Forest Adventuring," 27 mins., sale \$250, rental \$12.50; and "Wild Highlands," 21 mins., sale \$195, rental \$9. For information, write the bureau at 332 S. Michigan Ave., Chicago.

Announce Competitions for Awards

• January 15 is the deadline for completed entry blanks and sample programs to be mailed for the 1966 Ohio State Awards. Information: IERT, 2470 North Star Road, Columbus, Ohio 43221.

• duPont Awards this year will be in five categories: station awards for television, radio, educational or other noncommercial station, and one for news, commentary and public affairs. There is an award to an individual for news, commentary and public affairs. February 28 is the deadline for submissions. For information, write O. W. Riegel, Curator, the Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia 24450.

Publications

• The University of Missouri has reprinted *Improvement of Teaching by Television*, the report of the NAEB 1964 ITV conference. The first printing was sold out. Individual Members of the NAEB may order the 238-page hard-cover book for \$3 each, from the NAEB Publications Office, 119 Gregory Hall, Urbana, Illinois 61803. Regular price is \$4.

• Teachers, curriculum coordinators, and administrators in the Kansas City area have printed an ITV handbook to aid classroom teachers in using televised lessons. The 30-page booklet is available at 25¢ each from: Professor Frank Markus, School of Education, University of Missouri at Kansas City.

• Volume 12 of the *National Compendium of Televised Education*, compiled and edited

by Lawrence E. McKune for Michigan State University, is off the press. Copies may be ordered at \$4 each, payable to Michigan State U., from: University of the Air, 14 Kellogg Center, East Lansing, Michigan.

• The October issue of *The Forensic* carried an article by Frank Jamison and Don Holley, about the creation of a new form of competition in forensic activity. Included are samples of the rules for the use of visuals, criterion for judging, the use of videotape, and a sample evaluation form.

• In the October-November issue of *Trial*, published by the American Trial Lawyers Association, Clifton Daniel, managing editor of the *New York Times*, writes about free press and fair trial.

• In his ETV column in the October-November issue of *Film News*, Blake Hunter quotes from an article in *Variety*, to the effect that ETV doesn't always have to be the recipient in relationships with commercial stations. One way it was suggested ETV might "give" is "to re-run the top documentaries of local commercial stations on ETV outlets."

• The *EBU Review* for November was a special issue, devoted to problems of adult education by television. Among the articles covering educational broadcasting in many countries is one by Arthur Hunderford, of Pennsylvania State University, called "Formal Adult Education on Broadcast Television in the United States."

• Writing in a recent issue of the *Delaware Valley Announcer*, Warren A. Kraetzer, executive vice president and general manager of WHYY-TV, Wilmington, talked about courage and responsibility in programming in the face of harassment by those who do not want a station to program "unpopular" ideas. He pointed out that usually less than 20 viewers, from a potential 7.5 million, create "this sound and fury" for WHYY.

• The *Columbia Journalism Review* for fall, 1965, carries an article by Dave Berkman titled, "A Modest Proposal: Abolishing the FCC."

NEWS NOTES

PERSONNEL

► WDCN-TV, Nashville, has announced the following staff changes: Robert L. Shepherd, formerly program-production manager, has become acting general manager; Richard L. Parker has replaced Shepherd; Kary L. Tilley has been appointed supervisor of the engineering department; Peter A. Breitz has become a producer-director; and Carole Robinson is continuity director.

► Dave Berkman has left Nassau Community College to become coordinator of in-

structional resources at Kingsborough Community College of the City University of New York.

► KTPS, Tacoma, has announced the addition of two new producer-writers to its staff: Roger C. Allen, formerly with the University of Arizona speech department, and Urban L. Hjarne, who came from the staff of KCTS, KIRO and KOMO, Seattle.

► Neil B. Maher has joined the staff of WBAA, Purdue, as network director with the School of the Air, following graduation from Ohio University where he was student station manager of WOUB.

► Robert J. Nissen, formerly with KETC, St. Louis, has become chief engineer with WMHT, Schenectady.

► R. Lynn Kalmbach, the late general manager of South Carolina's ETV Center, has been honored for his services for Crippled Children and Adults. A resolution adopted by the society notes ". . . through his participation promoted and contributed to a profound degree to the ethical and professional standing of the society."

► Kenneth P. Murr has been appointed to the executive board of CAVE, Catholic Audio-Visual Educators. The organization is dedicated to promoting the use of audio-visual aids and other communications media in the field of Catholic teaching. Murr is director of instructional television at St. John's University, Jamaica, New York.

► Edward J. Pfister, formerly information services chief for NET, has been appointed director of information services of the National Center for School and College Television (NCSCT) at Indiana University. He will be responsible for the collection, analysis, maintenance, and dissemination of information on courses, programming practices, evaluation techniques, and learning research findings. He will also assist in studying questions relating to curriculum, production processes, professional rights, and distribution practices.

► Donald L. Sandberg has been appointed director of field services for NCSCT. He will be responsible for stimulating the greatest and most desirable use possible of NCSCT courses, for field representation, and for supervising the preview, duplication, and distribution services. For the past eight years Sandberg has been with NET where he served as director of distribution, worked with the ETV stations as a station relations associate, and helped form a program operations division.

► Robert W. Corrigan, former head of the drama department at Carnegie Institute of Technology, has been appointed dean of the new School of the Arts at New York University. The school aims to have a creative influence on professional standards in the performing and visual arts, and to offer professional training in the arts.

The Institute of Film and Television, under the new school, will enroll students in the fall of 1967.

► Dave Erdman has left WHA-TV as producer-director to join the television staff of the University of Michigan. Roy Caldwell, after two years with the Peace Corps, where he served in the government TV station in Bogota, Colombia, has replaced Erdman.

► Don Dwyer replaced Dave Fritsch on the technical staff of WHA-TV. Dwyer has had 14 years experience in electronic work in the Air Force.

► KETC, St. Louis, has announced the following changes in staff: Dudley O. Williams, recently of KTAL-TV, Shreveport, as director of programming; Jack Vines, chief engineer for WDCN-TV, Nashville, as director of engineering; Ellen Schneider as director of continuity and promotion; and Donald Kendall as artist-printer.

► William F. Snyder has joined the program development staff of WCNY-TV, Syracuse.

► WETA, Washington, has announced the following new employees: Fred Lyle, Jr., as production studio supervisor, Lawrence J. Lawlor as scene designer, and William J. Codding as chief engineer. Lyle comes to WETA after 22 years with Army Signal Corps and U.S. Air Force motion picture and radio operations. Lawlor was formerly with the District of Columbia recreation department, where he designed scenes and directed lighting for stage productions. Codding comes from WSUN-TV, St. Petersburg, Florida, where he was chief engineer.

► William Rose, executive vice president of the Milgo Electronic Corporation of Miami, has been appointed chairman of the Community Television Foundation of South Florida. He will aid in planning funding and development to improve evening programming on WTHS-TV.

INSTRUCTION

► University of Texas personnel and the Southern Regional Education Board have produced the pilot film in a proposed series of 24 ETV presentations which will form the core of a future college credit course in architectural environment. Duff Browne, director of ETV projects for the SREB, developed the idea and wrote the script for the pilot, which focuses on the University of Virginia, designed by Thomas Jefferson.

► Eastern Airlines has ordered a complete TV training system valued at more than \$400,000 from Ampex. Eastern will use the system to give technical training to maintenance and flight operations personnel throughout the Eastern empire.

► The Texas Educational Microwave Project is investigating the possibility of

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rental of history, chemistry, and psychology courses to augment or replace those now being used.

► "Success in Supervision" is a correspondence-with-television course developed by the U. S. Department of Agriculture and WETA, Washington. Emphasis is on home study and correspondence aspects, and the TV programs provide clarification. After its current use in Washington, the course will be available to educational and commercial stations throughout the country.

► WQED, Pittsburgh, has announced an increase of 54,390 students receiving ITV this year over last year. Rhea Sikes, director of school services, cited several reasons for the increase: WQED's switch to maximum power in December 1964, the growth of cable companies, and the initiative of a group of educators in one county who wanted ITV, and installed a \$15,000 translator.

► A new CCTV system links the University of Texas law school with five district courtrooms, and feeds trial proceedings into a special TV room on the campus. This is believed to be the first such installation in the South or Southwest; law schools at the universities of Michigan and Minnesota already have similar hookups.

GENERAL

► WQED, Pittsburgh, will undertake a 5 million dollar project for construction of a new building and for program and personnel development. Announcement of the plans followed notification that the Richard King Mellon Charitable Trust is granting WQED a million and a half dollars over the next three years. This is the largest single gift ever made to any ETV station, and will insure that WQED qualifies fully for the matching grant program of the Ford Foundation.

► Simultaneously with a long-expected merger of radio and TV with general extension and agricultural extension at the University of Wisconsin, Donald R. McNeil was named chancellor of the new unit.

► November was proclaimed Educational Television Month in San Antonio and Austin, Texas, recognizing KLRN-TV.

► Miami University's WMUB-TV is operating under increased power, with about the same range as most area commercial stations. A new antenna and transmitter give the station an effective radiated power of 200.4kw.

► Commercial radio and TV stations in Knoxville, Tennessee, are paying for line costs so that educational WUOT-FM can carry the New York Philharmonic Orchestra broadcasts live from New York each week.

► By February 1, WCNY-TV, new community station in central New York, expects to be programming about 40 hours a week of both in-school and general community fare. By September the schedule calls for 65 hours per week. The three lo-

National Association of Educational Broadcasters

SUMMARY STATEMENT OF INCOME AND EXPENSE For Fiscal Year 1964-1965

INCOME

General Operations	\$129,000.92
National Educational Radio	87,687.60
Educational Television Stations (1/1/65-6/30/65 only)	55,586.42
Projects	392,235.80
	<u>\$664,510.74</u>

EXPENSES

General Operations	\$135,604.60
National Educational Radio	90,509.23
Educational Television Stations (1/1/65-6/30/65 only)	60,830.76
Projects	294,615.09
	<u>\$581,559.68</u>

STATEMENT OF INCOME AND EXPENSE

General Operations

INCOME

Membership Dues	\$ 75,751.44
Sale of Albums	4,609.61
Overhead	28,791.13
Convention (Net Oper. Surplus)	16,460.21
Miscellaneous	3,388.53
	<u>\$129,000.92</u>

EXPENSES

Salaries and Wages	\$ 75,734.89
Travel and NAEB Meetings	8,842.61
Supplies and Expenses	22,216.28
Public Relations	4,733.42
Consultants	11,357.14
New By-Laws	4,685.41
Publications (Net Operating Deficit)	5,275.19
Placement Service (Net Operating Deficit)	2,579.33
Non-Budget Expense	180.33
	<u>\$135,604.60</u>

NET BALANCE

\$ (6,603.68)

SUMMARY BALANCE SHEET As of June 30, 1965

ASSETS

Cash	\$128,263.89	Current Liabilities	\$ 4,571.58
Advances	9,081.63	Prepaid Dues	189,033.50
Accounts Receivable— General	160,957.74	Accounts Payable— Projects	181,218.16
Accounts Receivable— Projects	44,889.60	Reserve— General Operations	8,952.32
Investments	50,650.00	Reserve—NER	5,101.72
	<u>\$393,842.86</u>	Reserve—ETS	4,965.58
			<u>\$393,842.86</u>

cal commercial stations have helped activate the channel by contributing equipment, land, engineering and legal services, as well as air time for in-school programs in the past. WCNY began broadcasts December 20.

► WCNY General Manager Thomas Petry has announced that his station will in all likelihood become the first ETV station to have its own symphony orchestra in residence. The Syracuse Symphony Orchestra, and its opera and choral groups, will use WCNY studios and production facilities for rehearsal and production purposes. Petry says this is the first step toward close cooperation with all area cultural organizations as part of a long-range plan to determine the effectiveness of ETV in stimulating interest in and attendance at area cultural events.

► Texas A&M University has a new mobile unit which they believe to be unique among university-owned mobile units, in that it is equipped with two videotape recorders.

► KVCR-FM, San Bernardino, marked its completion of 12 years on the air on December 5, with a six-hour special anniversary broadcast.

► A special civil defense project has begun in California under a \$28,000 grant to the Santa Clara County Office of Education from the USOEE. Clarence E. Flick, supervisor of radio-TV at San Jose State College, has taken a year's leave of absence to direct the research project. He will attempt to determine attitudes toward and grasp of information about civil defense among school personnel, students, and the general public. TV programs will be developed on the basis of this information.

PROGRAMS

► A series of one-minute public service films broadcast last summer by commercial and educational TV stations in Georgia has been credited with a 25% increase in 1965 fall public vocational-technical school enrollment. The announcements explained the role of the schools and their availability to high school graduates.

► KTPS, Tacoma Public Schools, is broadcasting four school safety patrol training sessions for more than 2500 pupils in the public and parochial school patrols. This is believed to be a "first" of its type.

► The U. S. Information Agency is recording the *Book Beat* series of WTTW, Chicago, for rebroadcast on the Voice of America.

► WDET, Wayne State University, has begun the second season of Detroit's only multi-lingual radio series, *Detroit's Ethnic Groups*. The programs are in six different languages and highlight the cultures of the largest nationality groups in the Detroit area, Polish, Italian, German, Hungarian, Croatian, and Armenian.

► KUED, Salt Lake City, began a new series, *Civic Dialogue, Goals for Utah*, this fall. The viewers may participate in the

programs by joining a study group and talking with the experts through a telephone hookup for a discussion and question-and-answer period.

► WBUR began its fifteenth season of *The Art World* with Edward J. W. Cooper, New England artist and art critic. The program features news and reviews of art exhibitions in the Boston area, interviews with outstanding artists and representatives of leading art galleries, and discussions with faculty members from art departments in the area.

► *Writing With Writers* is a new discussion series over WDET. It is produced in cooperation with the Detroit Women Writers, and is designed to give practical advice to free lance writers. Experienced writers will be used on each program.

► S. I. Hayakawa, noted semanticist, explains the art of talking and listening on *Language In Action*, WHYY-TV's new series. The programs will cover impasses in communications created by clumsy uses of words, will define language, discuss and illustrate how dictionaries are prepared, and elaborate on advertising techniques.

STATE AND REGIONAL

► Ohio is planning a master communications center designed to give higher education in the state the finest radio-TV educational facilities of any in the nation. Plans are to locate the center on the Ohio State Fairgrounds, to be operated by Ohio State University in association with Miami, Ohio, and Bowling Green state universities. ► A new state agency, the South Dakota Board of Directors for ETV, is spearheading a drive for legislative appropriations to be matched with federal money in order that the state's ETV network can be established. Martin Busch, KUSD AM-TV-Film, has been elected secretary of the agency.

► Hawaii's ETV network is expected to begin broadcasts early this year. The University of Hawaii has established an Educational Television Broadcasting Service, with Robert M. Reed as director, to be responsible for the production and transmission service of the network, a cooperative venture of the university and the state education department.

PLACEMENT

POSITIONS AVAILABLE

(For information, write Miss Yasmina Mirza, Placement Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.)

- Jan 1 Private liberal arts university in Northeast seeks highly experienced chief engineer who is intelligent, creative, and sensitive to the requirements of a university committed to excellence. To plan and operate a campus-wide closed-circuit system and to provide maintenance of audio-visual equipment. Must be capable of planning budgets, selecting equipment, and administering department. Starting summer 1966. Salary open.
- Jan 2 Above institution also seeks highly experienced producer-director who is scholarly, creative, resourceful, and ebullient—therefore capable of working closely with the great intellectual figures of our age. Starting fall of 1966. Salary open.
- Jan 3 Instructor in telecommunications arts in large Midwestern university. M.A. degree and experience in directing and producing in TV required. Duties would vary from teaching beginning and/or advanced radio and TV production and public speaking. Salary range for nine months: \$6500-\$7700, depending upon qualifications. Open in September.
- Jan 4 Producer-director wanted for closed-circuit TV. Must be creative, experienced, and capable. Midwest area.
- Jan 5 Producer-director, producer-writer (\$6,000 and \$8,000 for nine months, respectively) and two cameramen in large university in Great Plains region. Immediate openings.
- (Positions 6 through 9 are with an expanding university mass communications department in the Midwest. Salary and rank dependent upon degree and/or experience. All are two-month appointments.)
- Jan 6 Research associate, Ph.D. necessary, interest and ability in programmed instruction. Position open now.
- Jan 7 TV design and graphics specialist. Design television graphics and sets. Open summer 1966.
- Jan 8 TV staging and lighting specialist. To handle remote and studio staging and lighting. Open summer 1966.
- Jan 9 TV traffic associate. To schedule production facilities of three studios, three remote units, and six VTR's plus a distribution system to 105 classrooms and transmitter. Open summer 1966.
- Jan 10 Production assistant with secretarial skills for division of university relations in large Eastern state university. B.A. degree plus experience in writing and producing and in radio-TV-film liaison. Salary up to \$5350. Opening in February.

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